GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:4217
ANSWERED ON:12.12.2016
Non-utilisation of Funds for Promotion of Tourism
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Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that majority of the funds for the promotion of Tourism under Directorate of Advertisement and Visual Publicity (DAVP) remained unutilised during the last year;
(b) if so, the reasons therefor;
(c) whether the major bookings with DAVP was done towards the end of financial year and if so, the details thereof; and
(d) the details of impact analysis studies conducted to quantify the expenditure done on promotions?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism annually releases domestic advertisements/campaigns in various media, including Print, Television, Radio, Online, Outdoor, etc., through the Directorate of Advertisement and Visual Publicity (DAVP). Funds for such campaigns/advertisements are released on case-to-case basis by way of Letter of Authorisation (LoA) issued in favour of DAVP. During the last financial year LoAs amounting to Rs.85,81,25,184/- were issued to DAVP for various campaigns undertaken during the year. Out of this amount, DAVP in February 2016, while conveying details of expenditure incurred on the campaigns, had indicated savings amounting to Rs.13,86,31,232/-. These savings were partly used by DAVP to settle pending bills of the previous year and the remaining amount was brought back to the Ministry for meeting other committed expenditure related to domestic promotion and publicity.

(c): The campaigns were released and LoAs issued to DAVP through the year, from June to December 2015 and not at the end of the financial year.

(d): Domestic promotion is undertaken under the Scheme of Domestic Promotion and Publicity Including Hospitality (DPPH). This Scheme was evaluated through a study undertaken in 2013. The findings of the study suggest that the DPPH scheme has been able to fulfill its goals of creating awareness about domestic tourism during the 11th Five Year Plan. The continuation of the scheme was recommended during the 12th Five Year Plan, with focus of promotion to cover the new potential areas.

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